



**BUSINESS IMPROVEMENT
DISTRICT #19**

Villard Avenue

OP

2018 PROPOSED OPERATING PLAN

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I. INTRODUCTION

A. Background

In 1984, the Wisconsin legislature created 66.1109 (formerly S. 66.6080) of the Statutes (see Appendix A) enabling cities to establish Business Improvement Districts (BIDs). The purpose of the law is "to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities." (1983 Wisconsin Act 184, Section 1, legislative declaration.)

The City of Milwaukee has created a Business Improvement District for the purpose of revitalizing and improving the Villard Avenue Business area on Milwaukee's North Side (see Appendix B.) The BID law requires that every district have an annual Operating Plan. This document is the Operating Plan for the Villard Avenue BID #19 District.

The BID proponents prepared this Plan with the technical assistance from the City of Milwaukee Department of City Development.

Villard Avenue was once a vibrant retail area. We are continuing with our dedication of working with the City of Milwaukee property owners and developers and have formed a partnership with a local small business owner regarding landscaping and we do have a cleanup of the avenue. We have been aggressive in the area of street cleaning by keeping the avenue cleaning daily.

As we performed in previous years, the BID has helped put many vacant buildings back on the tax roll. Our primary focus is also to help with the sales of properties that developers can use to re-establish the retail on Villard Avenue. We now have a Beauty Supply Store and Convenience Store, a Licensed Cellular Phone Operator and a Tattoo Parlor. We are continually helping to support businesses that are not only new to the area but have resided in the area for some time. We are committed to our businesses in the area equally.

The BID #19 will host its 11th Annual Villard Avenue Festival along with a host of other activities and special events to unite the people of the area. In doing so Wells Fargo has again agreed to assist in the process of community outreach along with the Agape Center.

Lastly, the BID is currently forming additional plans for the old library building to help the needs of the community and to place the building on the tax roll. Our primary focus is also to help with the sales of properties that developers can use to reestablish retail businesses on Villard Avenue.

B. Physical Setting

The physical setting of the BID District being proposed consists of industrial and retail businesses.

II. DISTRICT BOUNDARIES

Boundaries of the District as shown on the map in Appendix A of this plan are Villard Avenue from 29th Street on the east to 42nd Street on the west, 35th Street one half blocks on the south continuing northeast to Rohr Avenue.

A listing of the properties included in the District is provided in Appendix C.

III. PROPOSED OPERATING PLAN

A. Plan Objectives

1. To improve the overall appearance and image of the street.
2. To enhance safety and security of the District.
3. To attract new businesses and increase private investment in the District.
4. To create an environment that will attract new customers and increase shopping in the area.

B. Proposed Activities

1. Improving overall appearance and image of the streets:
 - a. Providing maintenance and management of the streetscape improvements.
 - b. Encouraging design-sensitive renovations of the buildings within the District.
2. To enhance the Safety and security of the District by:
 - a. Encouraging and supporting safety programs in the District including police protection.
 - b. Working with the business and property owners of the properties that are a nuisance.
 - c. Implement a committee to reinforce and monitor Villard Avenue night life activities.
 - d. Working with City departments, including MPD, to explore options for slowing down traffic within the District.

3. To attract new businesses and increase private investments in the District by:
 - a. Promoting private and public funding of District activities.
 - b. Generating business recruitment leads and facilitating development within the BID in order to gain new business.
 - c. Creating and maintaining a Villard Avenue website which links business resources and develops a tool identifying properties to be targeted for renovation or redevelopment.
4. To create an environment that will attract new consumers and increase patronage on the BID by:
 - a. Maintaining communication with the property and business owners and operators in the BID regarding the design and implementation of BID activities.
 - b. Developing a marketing plan with strategies, media coverage, promotional materials, and special events for the District to increase consumer activity.
 - c. Providing information regarding business, site selection, and rehabilitation resources in order to strengthen existing and new businesses and improve the overall appearance of the businesses.
 - d. Sponsoring the Villard Avenue day Festival.

C. Proposed Expenditures

The principal expenses of the BID in 2018 will be used to fund business technical assistance, maintain projects, maintain streetscape and overall appearance, and contracted management fees. The total for anticipated expenditures for 2018 is \$68,000.

D. Proposed Budget

[Please see the 2018 Proposed Budget on the following page]

Villard Avenue BID #19	2018 Budget
<u>Income</u>	
Assessments 2018	68,266.80
Assessment Rollover 2016 & 2017	133,492.80
Allowance for Uncollectable Assessments	(6,826.68)
Total Income	\$194,932.92
<u>Expenses</u>	
Administrative Expenses	
Staff Support	18,000.00
Accounting Services	5,500.00
General Expenses	
Postage & Copies	1,500.00
Utilities/Internet	6,000.00
Rent	5,000.00
Program Activities	
Marketing/Advertising	2,000.00
Villard Avenue Festival	6,000.00
Training & Programs	4,000.00
Façade, Landscaping, Broken Window Replacement, Grants	20,000.00
Total Expenses	\$68,000.00
Net Surplus / Deficit	<u>\$126,932.92</u>

E. Financing Method

It is proposed to raise \$73,102.80 through BID assessments (see Appendix C). The BID Board has the authority and responsibility to prioritize expenditures and revise the budget as necessary to match the funds actually available.

F. Organization of BID Board

Upon the creation of the BID, the Mayor appointed members to the District (Board). The Board's primary responsibility is to implement this Operating Plan. This will require the Board to negotiate with providers of services and materials to carry out the Plan; to enter various contracts; to monitor development activity; to periodically revise the Operating Plan; to ensure District compliance with the provisions of applicable statutes and regulations; and to make reimbursements for any overpayments of the BID assessments. State law requires that the Board be composed of at least five (5) members and that a majority of the Board Members be owners or occupants of property within the District.

The Board's primary responsibility is the implementation of this Operating Plan.

IV. METHOD OF ASSESSMENT

A. Assessment Rate and Method

1. BID-eligible properties are assessed in the following manner:

An unimproved tax parcel is assessed at a rate of \$4/\$1000 of assessed value. No minimum to unimproved parcels.

The principle behind the assessment methodology is that each property should contribute to the BID in proportion to the benefit derived from the BID. After consideration of other assessment methods, it was determined that assessed value of a property was the characteristic most directly related to the potential benefit provided by the BID. Therefore, a fixed assessment on the assessed value of the property was selected as the basic assessment methodology for this BID.

B. Exclude and Exempt Property

The law requires explicit consideration of certain classes of property. In compliance with the law the following statements are provided.

1. State Statue (1) (f)lm; the district will contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the method set forth in this plan because it is assumed that they will benefit from development in the district.
2. State Statue 66.1109(5)(a); Property known to be used exclusively for residential purposes will not be assessed; such properties will be identified as BID Exempt Properties in Appendix C, as revised each year.
3. In accordance with the interpretation of the City Attorney regarding State Statue 66.608(1) (b), property exempt from general real estate has been excluded from the district. Privately owned tax-exempt property adjoining the district and which is contribution to the district on a voluntary basis.

V. RELATIONSHIP TO MILWAUKEE COMPREHENSIVE PLAN AND ORDERLY DEVELOPMENT OF THE CITY OF MILWAUKEE

A. City Plans

In February 1978, the Common Council of the City of Milwaukee adopted a Preservation Policy as the basis for its Comprehensive Plan and as a guide for its planning, programming, and budgeting decisions. The Common Council reaffirmed and expanded the Preservation Policy in Resolution File 881978, adopted January 24, 1989.

The Preservation Policy emphasizes maintaining Milwaukee's present housing, jobs, neighborhoods, services, and tax base rather than passively accepting loss of jobs and population, or emphasizing massive new developments.

The District is a means of formalizing and funding the public-private partnership between the City and property owners in the Villard Avenue business area and for furthering preservation and redevelopment in this portion of the City of Milwaukee. Therefore, it is fully consistent with the City's Comprehensive Plan and Preservation Policy.

B. City Role in the District Operation

The City of Milwaukee has committed to helping private property owners in the district promote its development. To this end, the City expected to play a significant role in the creation of the BID and in the implementation of the Operating Plan. In particular the City will:

1. Provide technical assistance to the proponents of the District through adoption of the Plan, and provide assistance as appropriate thereafter.
2. Monitor and, when appropriate, apply for outside funds that could be used in support of the District.
3. Collect assessments, maintain in a segregated account and disburse the monies of the District.
4. Receive annual audits as required per sec. 66.1109(c) of the BID law.
5. Provide the Board, through the Tax Commissioner's Office on or before June 30th of each Plan year with the Official City records and the assessed value of each tax key number with the District, as of January of each Plan year, for purposes of calculating the BID assessments.
6. Encourage the State of Wisconsin, Milwaukee County and other units of government to support the activities of the District.

VI. PLAN APPROVAL PROCESS

A. Public Review Process

B. The Wisconsin Business Improvement District law establishes a specific process for reviewing and approving proposed districts. Pursuant to the statutory requirements, the following process will be used:

1. The Milwaukee City Plan Commission will review the proposed district boundaries and proposed Operating Plan and will then set a date for a formal hearing.
2. The City Plan Commission will send by certified mail a public hearing notice and a copy of the proposed Operating Plan to all owners of property within the proposed district. In addition, a Class 2 notice of the public hearing will be published in a local newspaper of general circulation.
3. The City Plan Commission will hold a public hearing, will approve or disapprove the Plan, and will report its action to the Common Council.
4. The Economic Development Committee of the Common Council will review the proposed BID Plan at a public hearing and will make a recommendation to the full Common Council.
5. The Common Council will act on the proposed Bid Plan.
6. If adopted by the Common Council, the proposed BID Plan is sent to the Mayor for approval.
7. If approved by the Mayor, the BID is created and the Mayor will appoint members to the District Board established to implement the Plan.

C. Petition for Termination of the BID

The City shall consider terminating the District if the owners of property assessed under the Operating Plan having a valuation equal to more than 50% of the valuation of all property assessed under the Operating Plan, using the method of valuation specified herein, or the owners of property assessed under the Operating Plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the Operating Plan, file a petition with the City Plan Commission requesting termination of the District. On or after the date such a petition is filed, neither the Board nor the City may enter into any new obligations by contract or otherwise until the expiration of thirty (30) days after the date a public hearing is held and unless the District is not terminated. Within thirty (30) days after filing of a petition, the City Plan Commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a Class 2 notice.

Before publication, a copy of the notice with a copy of the Operating Plan and a copy of the detail map showing the boundaries of the District shall be sent by certified mail to all owners of real property within the District. Within thirty (30) days after the date of such hearing, every owner of property assessed under the Operating Plan may send a written notice to the City Plan Commission indicating, if the owner signed a petition, that the owner retracts the owner's request to terminate the District or, if the owner did not sign the petition, that the owner requests termination of the District. If, after the expiration of thirty (30) days after the date of the public hearing, by petition or subsequent notification and after subtracting any retractions, the owners of property assessed under the Operating Plan having a valuation equal to more than 50% of the valuation of all property assessed under the Operating Plan, using the method of valuation specified in the Operating Plan, or the owners of property assessed under the Operating Plan having an assessed valuation equal to more than 50% of the assessed valuation of all properties assessed under the Operating Plan have requested the termination of the District, the City shall terminate the District on the date that the obligation with the latest completion date entered into to implement the Operating Plan expires.

VII. FUTURE YEAR OPERATING PLANS

A. Phase Development

It is anticipated that the BID will continue to revise and develop the Operating Plan annually, in response to changing development needs and opportunities in the District, in accordance with the purposes and objectives defined in the initial Operating Plan.

Section 66.1109(3)(a) of the BID law requires the Board and the City to annually review and make changes as appropriate in the Operating Plan. Therefore, while this document outlines in the general terms the complete development program, it focuses activities and information on specific assessed values, budget amounts and assessment amounts are based on this year's conditions. Greater detail about subsequent year's activities will be provided in the required annual Plan updates and approval by the Common Council of such Plan updates will be conclusive evidence of compliance with this Plan and the BID law.

In the later years, the BID Operating Plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. However, the Method of assessing will not be materially altered, except with the consent of the City of Milwaukee.

B. Amendment, Severability and Expansion

This BID has been created under the authority of Section 66.1109 of the Statutes of the State of Wisconsin. Should any court find any portion of this Statute invalid or unconstitutional its decision will not invalidate or terminate the BID and this BID Plan will be amended to confirm to the law without need of reestablishment.

Should the Legislature amend the Statute to narrow or broaden the process of a BID so as to exclude or include as assessable properties a certain class or classes of properties, then this BID Plan may be amended by the Common Council of the City of Milwaukee as when it conducts its annual Operating Plan approval and without necessity to undertake any other act. This is specifically authorized under Section 66.1109(3) (b)

BID #19 (Villard Avenue) Board Member Sheet

Board Organization: 7 members, at least 5 members (the majority) shall be owners or occupants of property within the BID. Any non-owner or non-occupant appointed to the Board shall be a resident of the City of Milwaukee. The Board shall elect its Chairperson from among its members.

<u>Board Member</u>	<u>Title</u>	<u>Start Date</u>	<u>End Date</u>
Kimberly Boldt	Member	04/24/2017	04/24/2020
Andre Carter	Member	05/16/2017	05/16/2020
Edward Bryant	Member	04/25/2017	04/25/2020
Michael Malatesta	Member	06/22/2017	06/22/2020
Chastity Berry-Rowe	Member	07/10/2017	07/10/2020

Willie Smith*

* In the appointment process

1 Vacancy

